

A photograph of three women in pink Reebok athletic shirts and black leggings, crouching in starting blocks on blue mats. The woman in the center is the most prominent, looking directly at the camera with a determined expression. The other two women are slightly out of focus in the background. The scene is set outdoors on a paved surface with a wooden fence in the background.

Reebok

Fit for Life

The FITNESS Brand



Clearly defined Category Focus



Product and Technology Excellence



Deep Consumer Connection



Distribution and Focus on Key Markets

Reebok



**Our objective:
The leading fitness brand**

Reebok



Fitness is Reebok's heritage

Reebok

**WE'RE ABOUT
TO CRACK OPEN A
NEW MARKET.**

FITNESS.

Introducing Reebok's complete line of fitness sneakers.

Reebok's fitness sneakers are designed to support, cushion and protect your feet. They're the perfect blend of style and performance. They're the perfect blend of style and performance. They're the perfect blend of style and performance.

Now get ready for another major sales increase. Reebok has recognized the fitness market, which, according to a specialized study of the sporting goods market conducted by American Sports, Inc. (1994 research data), is worth over \$7,500,000. These sales are for total body conditioning, including running, weight training, aerobics and racquetball. We have designed a complete product line of performance fitness sneakers in Reebok's exclusive premium leather to meet their needs. And this creates a tremendous profit opportunity for you.

Our Workout and Workout Mid Cut are multi-sport shoes designed for serious

workouts.

Our Air 4.2 Mid and Air 4.2 Mid Hi are ideal for the casual walker—men who want a stylish, all-around fitness shoe that looks and feels great anywhere.

We're building consumer awareness and supporting your sales efforts with our biggest national advertising program yet, in each magazine as follows: Sports Illustrated, Ladies' Quarterly, Get ready for the good vibrations. These shoes are going to make your profits register a 10 on the Reebok scale.

CALL 1-800-343-5408 TODAY.

Reebok 

"Because life is not a spectator sport."

SEE US AT NSCA AND SGMA.



500 Million

Reebok

Reebok  Cro

From an activity to a lifestyle...

Activity



Community



Events



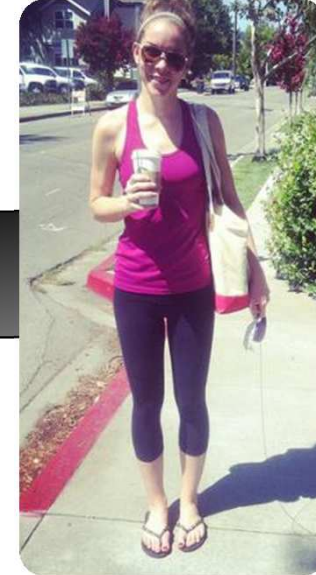
Social Media

Twitter

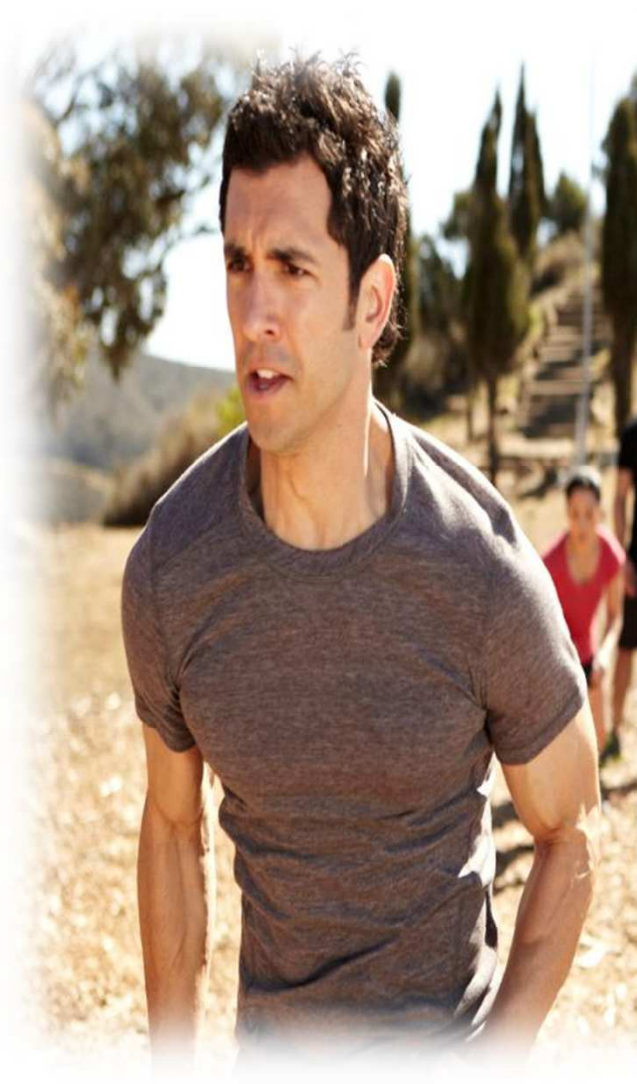
@blondeponytail
Do your fore arms
feel swollen after
pull-ups?! Feel like I
should ice mine!
[#fitfluential](#) [#getafterit](#)

@keithbritton
NEW Personal
Record! 1 Mile Run
For Time > 6'34"
Feels SOOO good to
write it down in my
journal!!! [#CrossFit](#)

Lifestyle



Reebok



Fit For Life



The image features a solid red background. A white rectangular border is positioned around the text, with a white rectangular frame inside it. The text "THE SPORT OF FITNESS HAS ARRIVED." is written in a bold, white, sans-serif font, centered within the frame. The text is arranged in three lines: "THE SPORT" on the first line, "OF FITNESS" on the second line, and "HAS ARRIVED." on the third line. The overall style is reminiscent of a vintage poster or a sign.

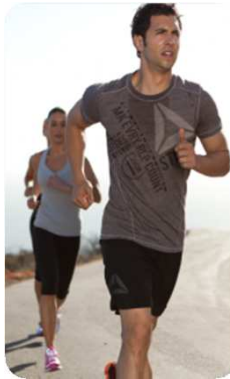
In 2013: Reach consumers how they work-out...

Fit for Life

TRAINING



RUNNING



WALKING



TONING



DANCE



YOGA

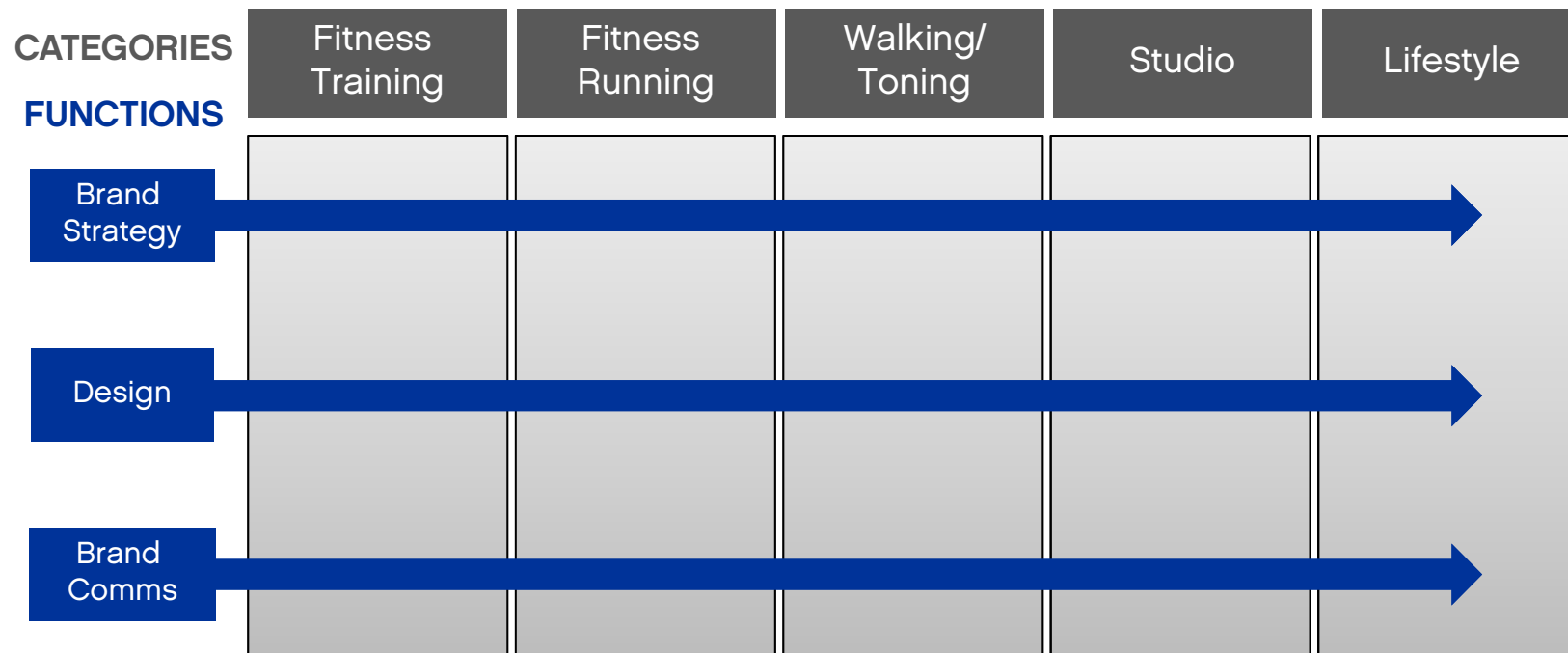


LIFESTYLE



Reebok

New organization: Focus on Fitness categories



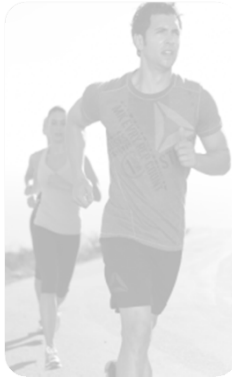
Reebok

Fit for Life

TRAINING



RUNNING



WALKING



TONING



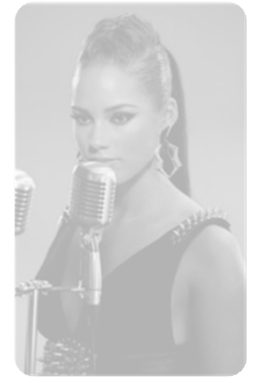
DANCE



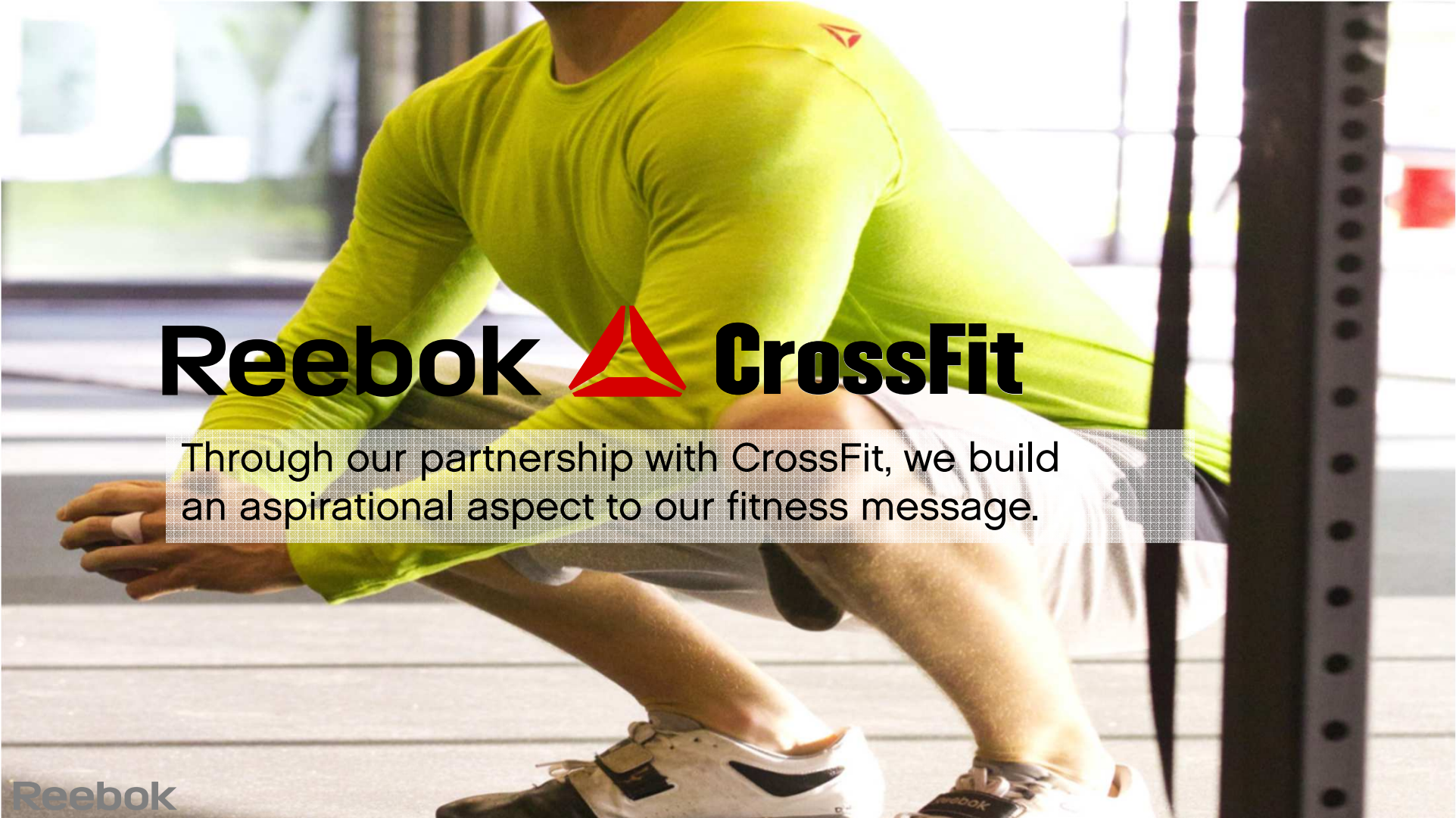
YOGA



LIFESTYLE



Reebok



Reebok CrossFit

Through our partnership with CrossFit, we build an aspirational aspect to our fitness message.

Reebok

Reebok Collection

Born out of functionality
and injected with style

Constructed based on guidance
from top fitness professionals

Adapts to your most demanding
workout to help you reach your
fitness goals



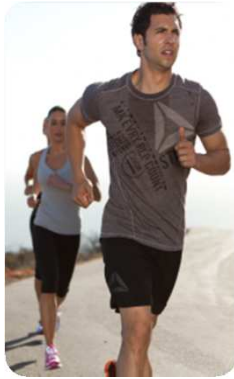
Reebok

Fit for Life

TRAINING



RUNNING



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TONING



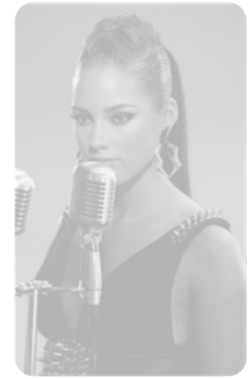
DANCE



YOGA



LIFESTYLE



Reebok

Reebok Running: Footwear Technology Offensive

REALFLEX	ZIGTECH	SUBLITE	Reebok ATV	Coming SOON
Natural Motion	Energy Return	Lightweight	Traction	Cushioning
Global Concept Proposition 	Energize Zig Platform 	Expand Lightweight Offering 	Launch All Terrain 	

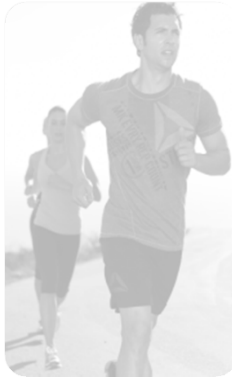
Reebok

Fit for Life

TRAINING



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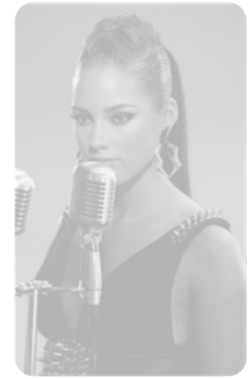
DANCE



YOGA

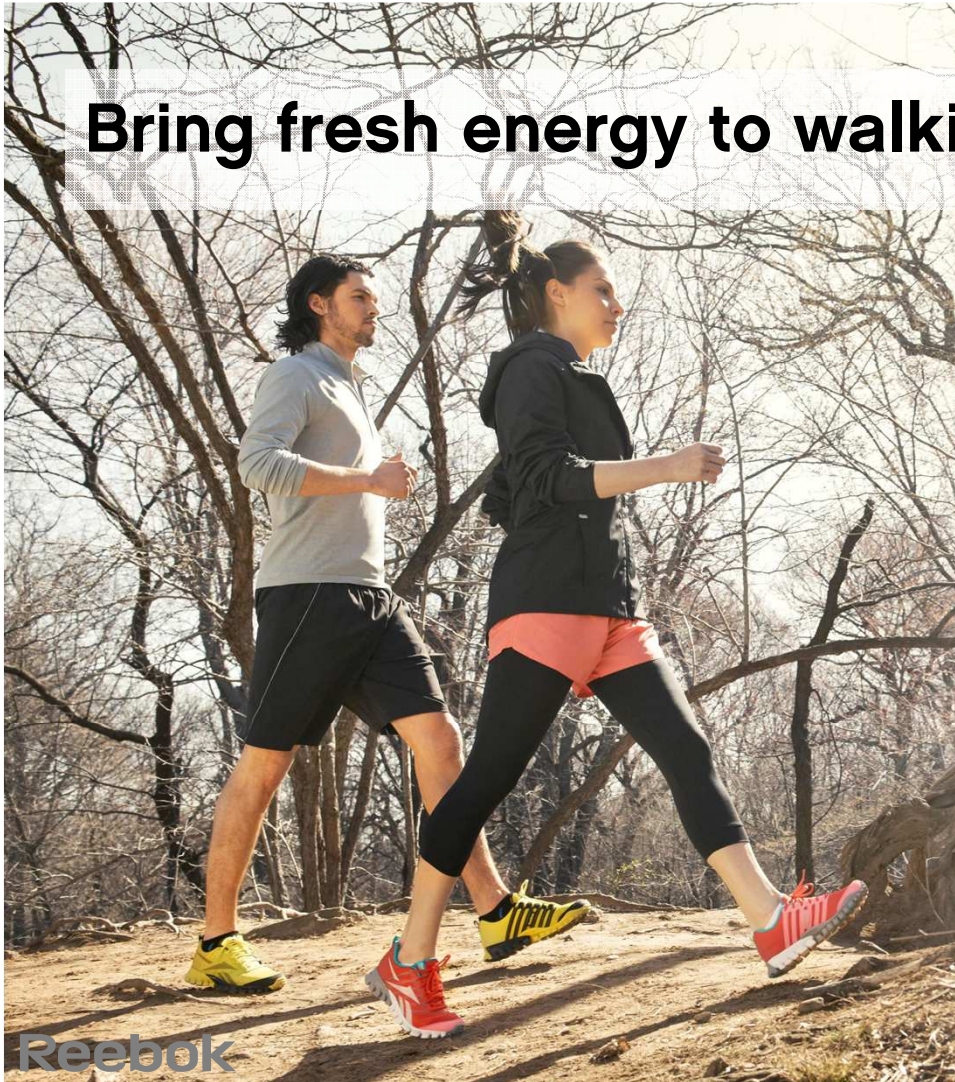


LIFESTYLE

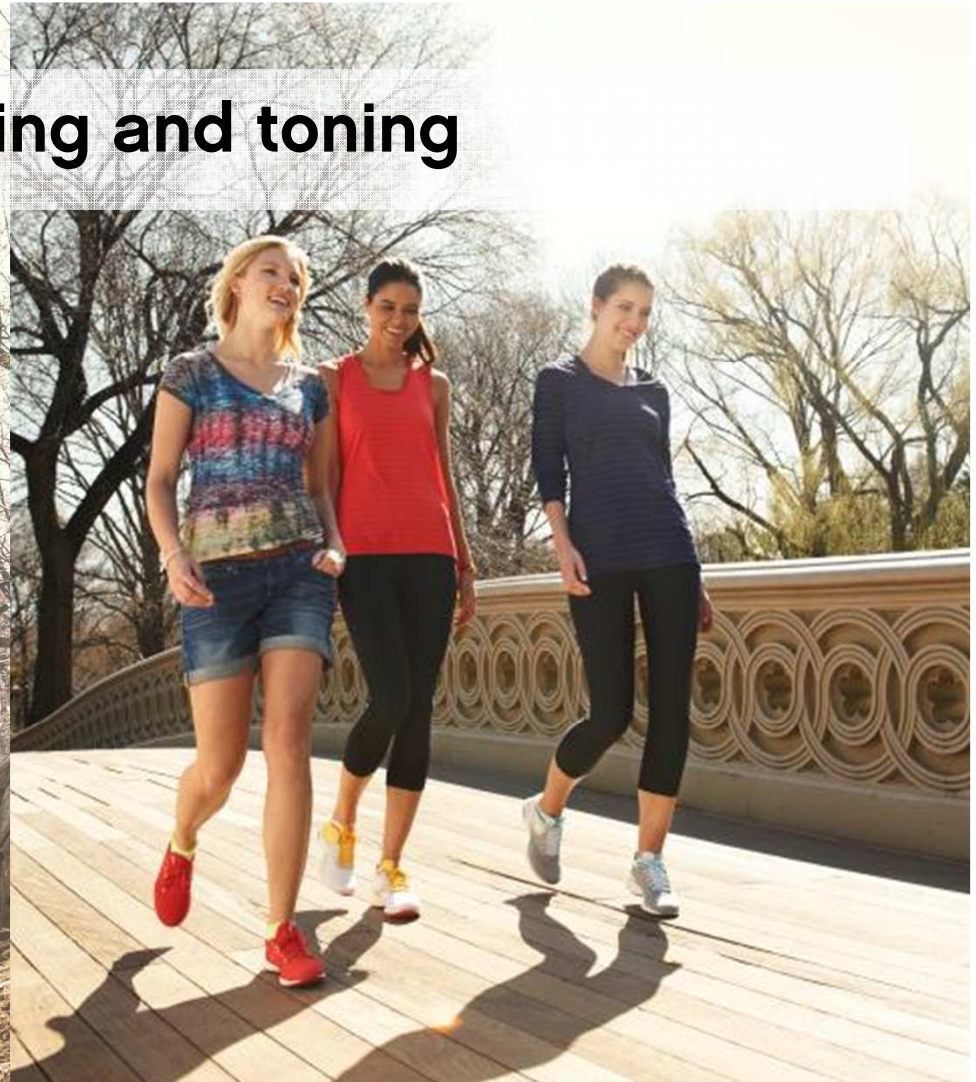


Reebok

Bring fresh energy to walking and toning



Reebok

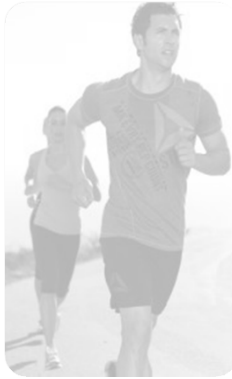


Fit for Life

TRAINING



RUNNING



WALKING



TONING



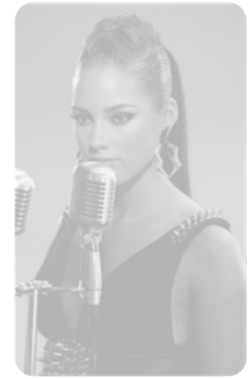
DANCE



YOGA



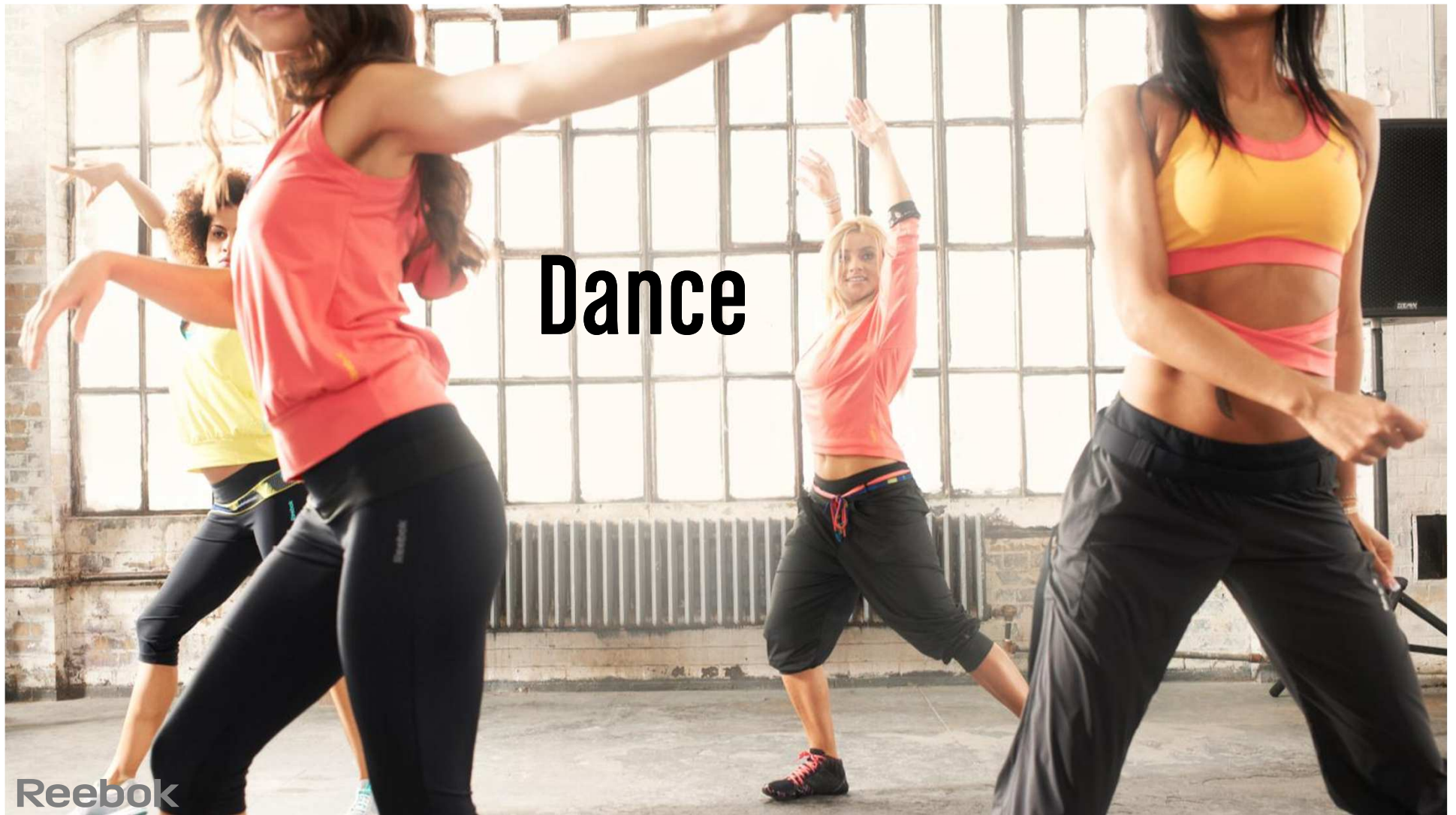
LIFESTYLE



Reebok

Dance

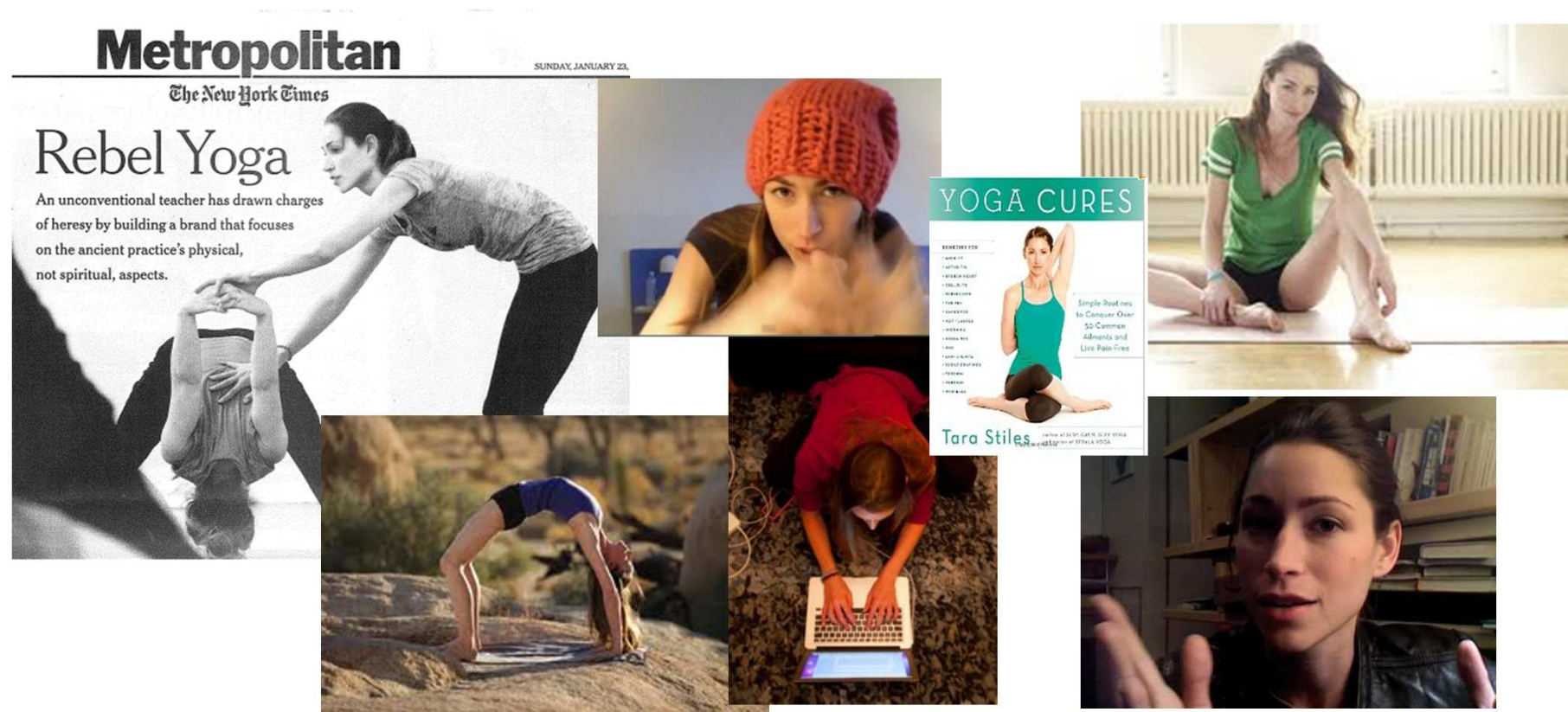
Reebok



Yoga



Our Yoga Ambassador: Tara Stiles



Reebok



Group Exercise

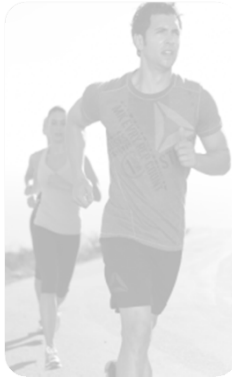
Reebok

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LIFESTYLE



Reebok

Celebrate Reebok's fitness heritage



Reebok

Alicia Keys

Alicia Keys

Reebok





Reebok

Reebok Royal



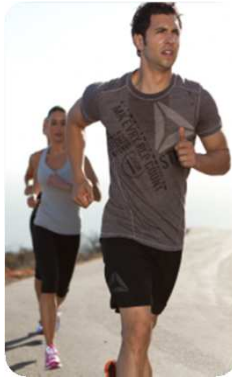
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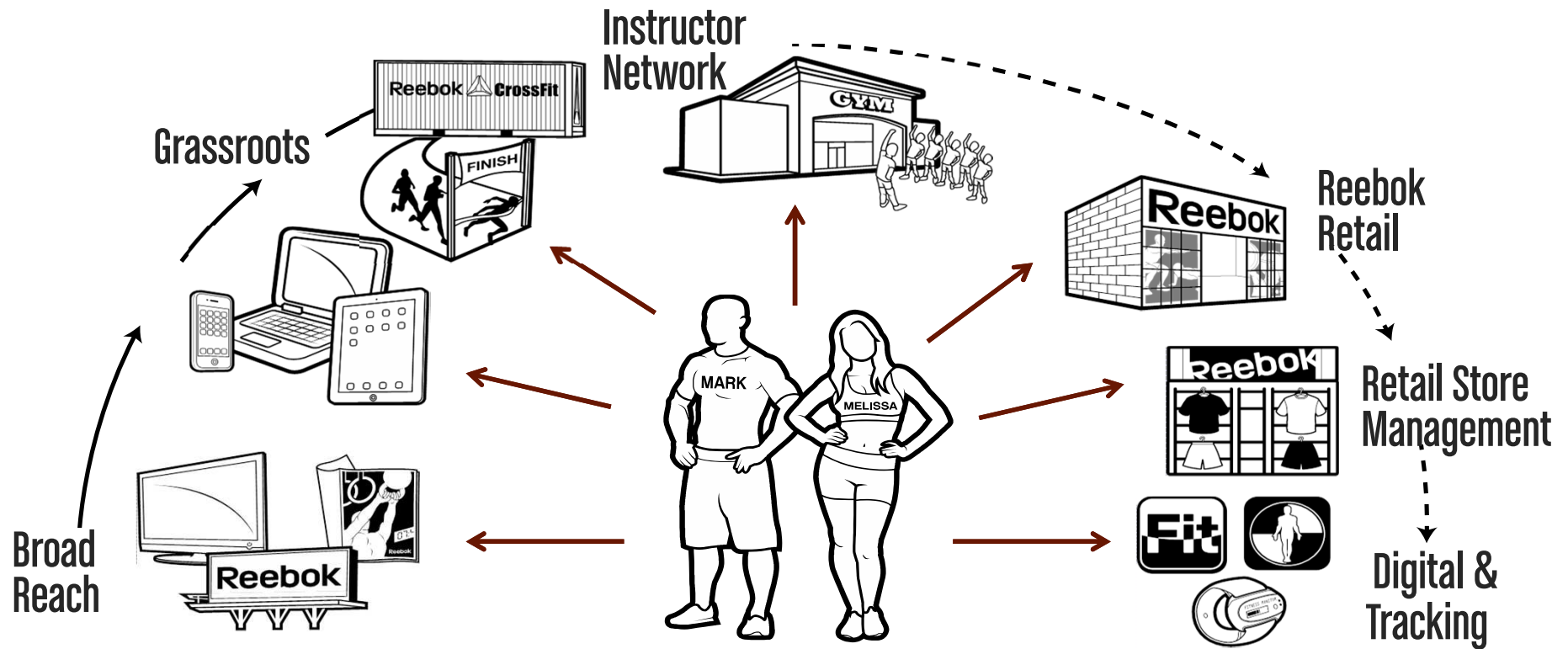


LIFESTYLE



Reebok

Meet consumers where they live within their fitness life



Reebok

Grassroots

Encourage consumers to experience Reebok fitness offline through local events



The Reebok Experience Zone, Paradigm Mall, Malaysia: Sep 8 -9, 2012

Reebok

Instructor Network

Create passionate brand advocates through a global network of fitness instructors



Reebok

Reebok Retail

Bring product offering and brand experience to life



Reebok

Retail Store Management

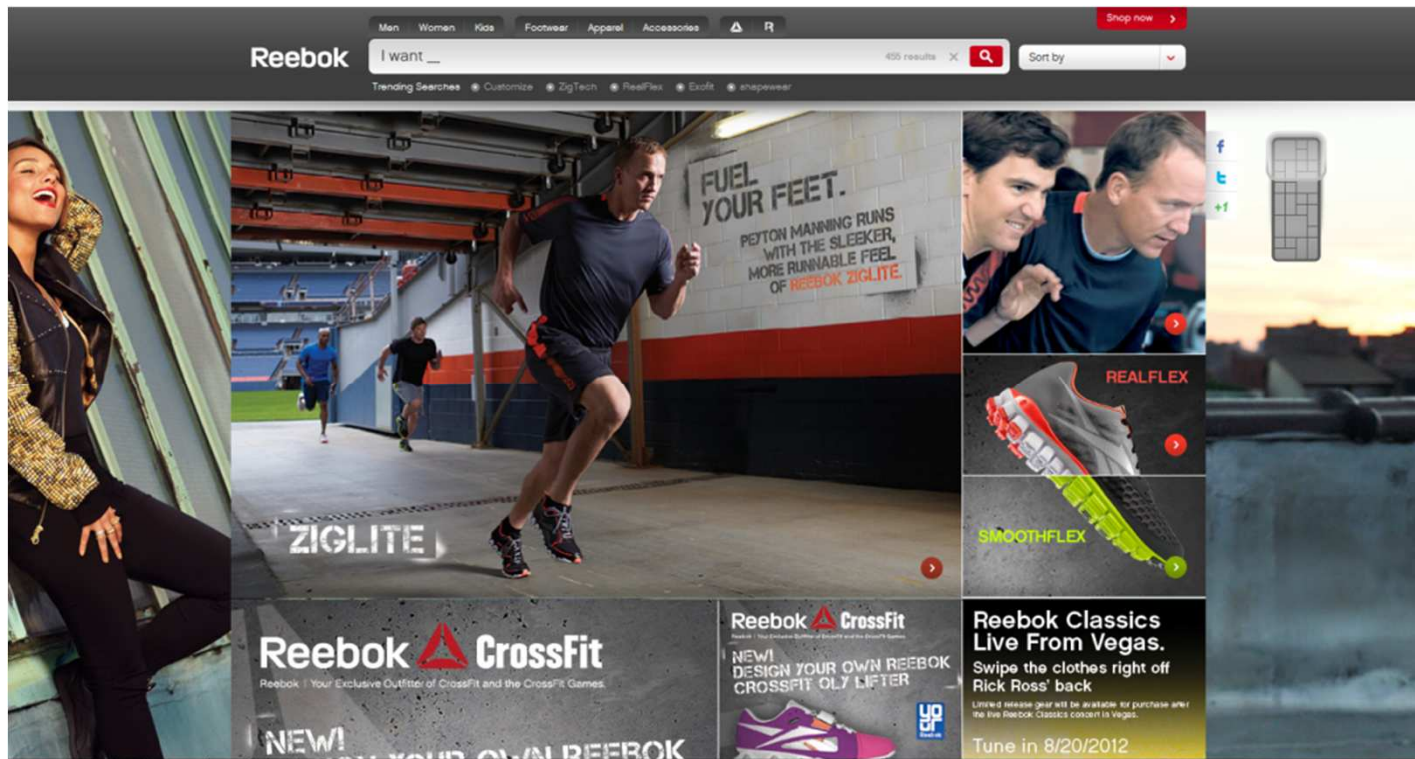
Build Reebok apparel brand strength through driving global footprint



Reebok

Digital

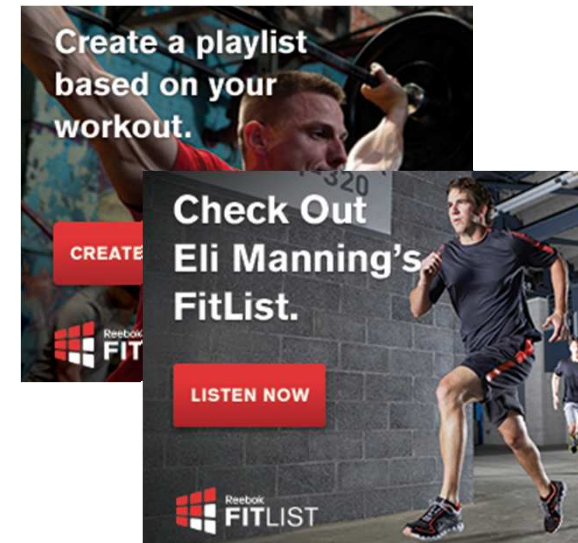
Drive consumers to Reebok.com as an informational and product-oriented/sales hub



Reebok

Tracking

Give consumers tools that will help them experience for themselves the benefits and results of varied fitness



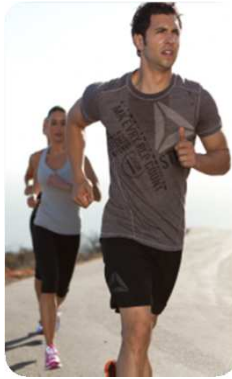
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The image shows three women in pink Reebok athletic wear performing a Reebok plyometric exercise on blue mats. They are in a starting crouch, ready to jump. The woman in the foreground is looking directly at the camera with a determined expression. The background is slightly blurred, showing an outdoor setting with wooden pallets.

Reebok

Fit for Life